



## MINUTES

**REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
TUESDAY, JUNE 23, 2015 AT 6:30 PM  
City Council Chambers. Building Four  
450 Cypress Creek Road, Cedar Park, Texas 78613**

### **BOARD MEMBERS**

- |   |   |  |
|---|---|--|
| <input checked="" type="checkbox"/> Robert Schoen, Place One          | <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Chair  | <input checked="" type="checkbox"/> Wayne Brooks, Place Four |
| <input checked="" type="checkbox"/> Kristyne Bollier, Place Seven     | <input type="checkbox"/> Vacant, Place Five                           |  |
| <input checked="" type="checkbox"/> Lisa Star, Place Three, Secretary | <input checked="" type="checkbox"/> Troy Storm, Place Six, Vice Chair |  |

- A. CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**  
*Chairman Olguin called the meeting to order at 6:30 PM with six Tourism Advisory Board members present and one vacancy.*
- B. Board Members Opening Comments.**  
a) Welcome Kristyne Bollier as Board Member, Place 7.  
*Board Member Bollier introduced herself to the board. She has been a resident of Cedar Park for almost eight years, her background is in finance and technology, she is a Senior Manager with Cisco Systems, and she served as a member on the Bond Advisory Task Force.*
- C. Citizen Communications. None**  
(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections.)
- D. Consider Approval Of Minutes Of The Tourism Board Meetings.**  
a) May 27, 2015 Special Called Meeting. *None*
- E. Presentations (None)**
- F. Consider Financial Report**
- G. Discussion and Possible Action**  
a) Consider Presentations Of 2015-2016 Project Applications And Requests, Including:  
(i) Cheer America (Ladd LaBus)  
*Amount Requested: \$15,000.*  
*Ladd LaBus of Cheer America provided the board with an overview regarding the request to fund the Capitol Cup to take place on November 22<sup>nd</sup> of 2015 at the*

*Cedar Park Center. He noted that the event has taken place for fourteen years, one year in Cedar Park. Last year's event was a one day regional, this year's will be a one day national with the hopes that in 2016 it will transition to be a two day national event. He noted that there was a significant growth in spectators and teams, 72% and 29% respectively. He informed the board that through a new registration process there will be better management and direct tracking of hotel stays. The \$15,000 would be used to promote the event through marketing and advertising efforts and offset the facility cost of the Cedar Park Center.*

*(ii) Austin Steam Train Association (Lil Serafine/Paul Phalen)*

*Amount Requested: \$50,000.*

*Board Member Schoen recused himself from all discussion on item ii. Lil Serafine, Executive Director, Paul Phalen, Superintendent and Zena Vaughn, Marketing Director of the Austin Steam Train Association presented the board with an overview of the request for \$50,000. Of the requested funds, \$35,000 would be used to restore and update an existing car and the other \$15,000 would be spent on marketing and advertising. It is estimated that 30% of ridership stays in Cedar Park. Serafine noted that they hope to work with hoteliers in the future to provide train packages.*

*(iii) Cedar Park Center (Sammy Wallace)*

*Amount Requested: \$3,000.*

*Sammy Wallace, Vice President Booking & Marketing and Assistant General Manager and Erin Miller, Marketing Manager provided the board with an overview of the request for funds which provides marketing assistance on The Cedar Park Center website.*

*(vii) Lone Star Showcase (Brooks Downing, Global Sports, Sammy Wallace)*

*Amount Requested: \$41,000.*

*Sammy Wallace, Vice President Booking & Marketing and Assistant General Manager provided the board with an overview of the Lone Star Showcase and funding request. The event will bring in eight NCAA Division I women's teams over Thanksgiving weekend with an estimated 12,000 in attendance. All officials will stay in Cedar Park hotels. The request would offset staffing facilities at four games a day as well as marketing and advertising.*

*(vi) Austin Spurs (Tim Salier/Perri Travillion)*

*Amount Requested: \$75,000.*

*Perri Travillion, Media and Community Responsibility Manager for the Austin Spurs and Tim Salier, Vice President of Franchise Sales and Operations for Spurs Sports and Entertainment provided the board with an overview of the request. The request would provide marketing and advertising support as well as support for expenses related to services, including pre and post conversions from hockey to basketball at the Cedar Park Center.*

*(iv) Cedar Park Chamber of Commerce (Tony Moline)*

*Amount Requested: \$15,000.*

*Tony Moline, President of the Cedar Park Chamber of Commerce will be at the July 28th meeting to present the Chamber's request.*



(v) Leander ISD-Rouse HS (Jacob Thompson)

*Amount Requested: \$10,000.*

*Jacob Thompson, Leander ISD- Rouse High School Volleyball Coach will be at the July 28<sup>th</sup> meeting to present Leander ISD's request.*

b) Consider 2015-2016 Advertising And Marketing Program Funding Requests.

i) Rhyme And Reason Marketing Services In The Amount Of \$35,000.

ii) Advertising And Marketing In The Amount Of \$150,000.

*Katie Krampitz, Tourism Services Manager informed the board that the proposal from Rhyme and Reason creative services as well as the advertising and marketing schedule will be presented in its entirety at the July 28<sup>th</sup> meeting pending a marketing and advertising subcommittee meeting.*

c) Consider Board Project Evaluation Matrix And Guidelines For 2015-2016 Projects.

i) Project Evaluation Matrix

(ii) Matrix Evaluation Guidelines.

*Duane Smith, Community Development and Tourism Manager provided the board with the Project Evaluation Matrix and Matrix Evaluation guidelines.*

d) Consider Schedule For 2015-2016 Budget Recommendations.

(i) Consider Budget Recommendation Schedule.

(ii) Consider Possible Date And Time For A Budget Workshop.

*Duane Smith, Community Development and Tourism Manager provided the board with a budget recommendation schedule as well as a possible date and time for a budget workshop. The board will consider July 15<sup>th</sup> as a possible meeting date.*

**H. Staff Reports - Discussion Only. (None)**

**I. Consider Excused Absences From Tourism Advisory Board Meetings. (None)**

**J. Staff Closing Comments. None**

**K. Board Members Closing Comments. None**

**L. Request For Future Agenda Items. None**

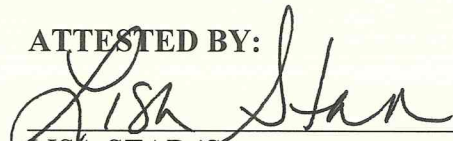
**Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday July 28, 2015 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.**

**M. Adjournment.** *Chairman Olguin adjourned the meeting at 8:15pm.*

**PASSED AND APPROVED THIS 28<sup>th</sup> DAY OF JULY 2015.**

  
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MATTHEW OLGUIN, Chair

ATTESTED BY:

  
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LISA STAR, Secretary